

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
October 14, 2008
Board of Directors Meeting
Thomas Safran and Associates
6222 Fountain Ave., Community Room
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Craig Donahue, Vice President, The Donahue Group
Duke Gallagher, Secretary/Treasurer, The Production Group
George Abou-Daoud, Bowery Street Enterprises
Shake Bakalyan, Wells Fargo Bank
Richard Falzone, Off Vine Restaurant
Brent Gaulke, Gerding Edlen
Ryan Harter, CIM Group
Father Michael Mandala, Blessed Sacrament Church
Fred Rosenthal, Ametron

Absent

Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
Darcy Judd, Robertson Properties Group
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Steve Seyler, Andrews International Security

Guests

Nelson Diaz, Thomas Safran and Associates
Stuart Falk, Thomas Safran and Associates (6222 Fountain Ave.)
Brian Folb, Paramount Contractors
Rouben Rapelian, Sunset Bronson
Mark Henderson, Broadreach Capital

1. Call to Order

The meeting was called to order by Board President Dirk Degraeve at 4:11 P.M.

2. Public Comment

Stuart Falk, 6222 Fountain Ave., informed the board that since their last meeting he had spoken with Flora Gil Krisiloff in the County Supervisor's office, regarding the condition of the Mental Health Facility on Vine Street.

Kerry Morrison explained the purpose for scheduling this meeting at 6222 Fountain Ave. was to inform the Board as to the unique nature of this particular parcel, which was included in the BID largely due to a city attorney decision. Morrison informed the board that the BID is currently awaiting a response from the City Clerk's office as to what options might exist if the board supported the property owner's request to be removed from the BID due to its distance from the Vine commercial corridor and its nearly exclusive use as a senior affordable housing. This matter will be placed on a future board agenda.

Dirk Degraeve announced to the board the recent resignations of board members, Susan Durante, Brad Folb and George Nejame.

3. Approval of Board Minutes

It was moved by Craig Donahue, seconded by Ryan Harter and CARRIED to approve the CHC board minutes from September 9, 2008. Unanimously approved.

4. Treasurer's Report

A. Treasurer's Report: Duke Gallagher reviewed with the board the financials through September 30, 2008. Gallagher mentioned that since the board's last meeting, the BID had received from the city the \$11,321.28 that came from their interest income. In addition to this, delinquencies for the year are down to just 0.5%. MacPherson recommended that when the board discusses their budget for 2009, they may want to consider budgeting for a slightly higher delinquency rate for the year, due to recent changes in the national economy.

It was moved by Shake Bakalyan, seconded by Craig Donahue and CARRIED to approve the Treasurer's Report from September 30, 2008. Unanimously approved.

Review of Draft 2009 Budget: Gallagher distributed for the board's review the 2009 draft budget. The budget anticipated a \$331,605 rollover from 2008, bringing the 2009 total budget to approximately \$1.6 Million. Fred Rosenthal, asked if it was possible to run another draft version with a higher delinquency rate, as the current version depicted only a 1% delinquency rate and a 2% City fee. Morrison reminded the board that the budget did not have to be adopted until the board's November 2008 board meeting. Gallagher informed the board that he would re-run the budget numbers with a higher delinquency rate, 3%, and bring the revised version to the November board meeting for approval.

5. Committee and Program Reports

A. Marketing Committee

1. General Marketing Update: Craig Donahue informed the board about a recent *Los Angeles Times* article which announced the possibility that Fashion Week could be coming to Hollywood. Donahue mentioned that the move has yet to be finalized, however the idea of relocating the event to Hollywood has also obtained the support from the Mayor's office.

2. Report from *Los Angeles Business Journal* Tour: Katie Zandona informed the board that on Friday October 10, 2008, the HPOA staff hosted a bus tour for 14 reporters and the editor from the *Los Angeles Business Journal*. The bus tour consisted of stops along several of the major developments within the Hollywood Entertainment District and Sunset and Vine BIDs. After the tour the group was joined for lunch by CHC board president Dirk Degraeve and HPOA board president Chris Bonbright. In regards to recent developments, Brent Gaulke requested that at the next board meeting, if possible, the group have a discussion on helping the CRA's neighborhood design plan completion process in order to continue future development in Hollywood.

B. Security Committee Update

1. Report from Andrews on trends in the area: Steve Seyler reported on Andrews' activities within the BID over the last month. Seyler also noted that Andrews' BID officer Leonard Sterling was recently honored at the Police Activities League annual benefit dinner.

2. Update on Palladium Security Plan: Katie Zandona informed the board that she had spoken with representatives at Live Nation and that they had assured her that they had conferred with Hollywood Captain Girmala to ensure additional LAPD resources would be available for the venue's reopening, October 15, 2008.

3. Update on Cahuenga Camera Installation: Joe Mariani reported that he would be meeting with representatives from Metro Video at Amoeba Records on October 15, 2008 in the morning to inspect the roof of the Amoeba building to see if it would be possible for the building to host a wireless repeater for the potential camera at the intersection of Cahuenga Boulevard and Sunset Boulevard. The BID is also still waiting to hear back from LADOT as to whether or not they will allow the camera to be installed on the ATSAC pole at the intersection. Mariani said he would continue to keep the board informed as the process moves along.

C. Streetscape Committee

1. Overview of Competitive Bidding Process for Maintenance Contract: MacPherson reported that the HPOA has distributed the requirements for the Maintenance RFP. MacPherson indicated that the RFP included the

budget parameters for both BIDs to help the contractors realistically identify the services that would fit within the prescribed maintenance budgets. Proposals are due October 22, 2008, and interviews with the finalists will take place on November 12, 2008.

2. Update on Enhanced Pressure Washing Project: MacPherson informed the board that the enhanced pressure washing plan for areas within the BID with high foot traffic was initiated and that she had examined the areas in a recent visit and found there to be noticeable improvement.

3. CRA Urban Design Open House: The CRA's Urban Design plan will be featured at an open house, Thursday, November 6, 2008 at Helen Bernstein High School. Board members are encouraged to attend to give input on the development of the plan as it contains improvement ideas for the Sunset Boulevard area.

4. Increase Bulky Item Pick Up Frequency: MacPherson shared with the board a list of the common items frequently picked up by the Cleanstreet crew within the Sunset and Vine BID. Because of the high amount of items, MacPherson recommended that the board look at increasing the bulky item pick up from two times a month, to one time a week at a cost of \$700 per month. This would be a \$350 monthly increase from the current cost.

It was moved by Michael Mandala, seconded by Craig Donahue and CARRIED to approve the increase of bulky item pick up to once a week at a cost of \$700 a month. Unanimously approved.

6. New Business

A. Bylaws Review Working Group

1. Amend Bylaws to Implement Two Year Terms: Kerry Morrison informed the board that she had recently met with Dirk Degraeve, Craig Donahue, Duke Gallagher and Ryan Harter to discuss the current bylaws. At the committee's recommendation the group felt that the board should initiate a staggered term system beginning in January of 2009. Newly elected board members would draw straws in January to determine the length of their term, either one or two years. A motion was needed in order to have the amendment added to the bylaws.

It was moved by Duke Gallagher, seconded by Richard Falzone and CARRIED to approve the initiation of two-year staggered terms for the newly elected board members beginning in January of 2009. Unanimously approved.

2. Retain Services of Jeff Briggs: The committee also discussed implementing changes to the board's current bylaws in order to ensure they conform within the Brown Act requirements. To implement these changes the

committee recommended securing Jeff Briggs, Attorney, to review the suggested amendments. Briggs would also review the bylaws on a general basis to identify any other areas that might require an amendment. Briggs had informed Morrison that he would be willing to help on a time and materials basis. The board recommended a budget not to exceed \$2,000.

It was moved by Duke Gallagher, seconded by George Abou-Daoud and CARRIED to secure the services of Jeff Briggs to help review the CHC's bylaw amendments for a cost not to exceed \$2,000. Unanimously approved.

B. Nominating Committee

1. Morrison distributed to the board the timeline for this year's nominating process. Morrison mentioned that all applications would be due by Friday, November 7, 2008 and that the applicants would be interviewed by the Nominating Committee, consisting of Fr. Michael Mandala, Shake Bakalyan and Duke Gallagher before a slate is elected to the board in January. It was noted that all applicants for the board would have to fill out applications, including those board members who would like to return.

2. Report on Recruitment Efforts Underway to reach out to Potential New Board Members: At the Committee's request Morrison informed the board that she has contacted several potential recruits for the Board, including representatives from Newport Capital Advisors, Sunset and Vine Apartments, Hudson Capital and several others.

3. Board Review of Open Seats and List of Potential Candidates and Consider Election of Candidates to Fill Remaining Terms: With the resignations of Susan Durante, Brad Folb and George Nejame several Board spots are currently open. Morrison informed the board that representatives could be selected to fill these individual terms, remaining on the board until January 2009. Duke Gallagher nominated Brian Folb, Paramount Contractors to carry out the term of Brad Folb, Paramount Contractors. Degraeve asked if there were any other members who would like to nominate any other individuals to fulfill the remaining terms. No other nominations were brought forward to the board.

It was moved by Duke Gallagher, seconded by Fred Rosenthal and CARRIED to appoint Brian Folb, Paramount Contractors to the CHC Board in place of Brad Folb, to carry out the remaining term until December 2008. [Abstention: Ryan Harter].

7. Report from Kerry Morrison

A. Parcel Database Maintenance: Morrison showed the board a proposal from Willdan Financial Services to provide updates for the Sunset and Vine BID database on a quarterly basis. Due to some questions raised by the board regarding the details of the update process the item was tabled until the board's November meeting.

B. Second Annual United Way “Homewalk” November 14, 2008: Morrison informed the board that the HPOA staff would again be participating in this year’s Homewalk. The staff is hoping to raise \$15,000 in donations to help end homelessness, and will be sending out a letter on HPOA, and with the board’s approval, CHC stationary to stakeholders in the two BIDs.

It was moved by Craig Donahue, seconded by George Abou-Daoud and CARRIED to allow the HPOA staff to use CHC stationary to contact Sunset and Vine BID stakeholders to try and obtain funds in support of United Way’s Homewalk event. Unanimously Approved.

C. Report on Initiative to Raise Funds to keep Metro open after midnight: A current plan is underway to try to extend Metro Red line hours during the weekends. In order for this pilot program to launch, funds are being raised within the community to help support the program. Board members interested in donating toward the program should contact the Chamber of Commerce.

D. Board Dinner: Morrison reminded the board that the Annual Board dinner will be taking place following the CHC’s November board meeting.

9. Next Meeting

The next meeting was scheduled for Thursday, November 11, 2008 beginning at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Hollywood, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 5:58 P.M.